



FASHION MERCHANDISING DIPLOMA PROGRAM

A Fashion Merchandising career offers a variety of opportunities working for apparel retailers or wholesalers in the ever-changing, multi-billion dollar fashion industry. The program will provide you with the fundamentals of the fashion industry and the various computer software applications used by the Fashion Merchandiser. You will learn how to develop, analyze and implement effective marketing strategies. By the end of your training as a Fashion Merchandiser, you will be able to apply various learned skills and techniques to produce professional visual displays and to buy, sell and promote fashion products.

PROGRAM OBJECTIVES

- Produce professional fashion visual displays
- Develop, analyze and implement effective marketing strategies
- Develop skills and techniques in Adobe Illustrator, Photoshop and Web Design
- Predict styles and forecast trends and evaluate the needs of the consumer and target market
- Buy, sell, promote and distribute fashion products
- Plan, manage and promote a fashion show
- Manage an operating budget

PROGRAM OVERVIEW (45 weeks)

3 semesters of 15 weeks

20 hours per week, 900 hours for full program

ADMISSION REQUIREMENTS

19 years of age or High School graduate

Working knowledge of the English language

Interview with Admissions Representative

EMPLOYMENT OPPORTUNITIES

Fashion Stylist, Retail Buyer, Visual Merchandiser, Fashion Importer, Store Planner, Fashion Marketing Supervisor, Fashion Show Coordinator, Wholesale Agent, Fashion Promotion Events Coordinator

SEMESTER 1

Computer Techniques for Fashion....(45 hrs)
Fashion Marketing (60 hrs)
Fashion History(45 hrs)
Textiles and Fabrics (45 hrs)
Public Relations and Event Planning (60 hrs)
Visual Display and Merchandising...(45 hrs)

SEMESTER 2

Fashion Styling..... (45 hrs)
Accounting for the Fashion Industry (60 hrs)
Fashion Show Production (105hrs)
Fashion Product Buying(45 hrs)
Fashion Technology(45 hrs)

SEMESTER 3

Import/Export Distribution ... (45 hrs)
Fashion Budget Planning (45 hrs)
Sales Management (45 hrs)
Consumer Behavior (45 hrs)
Analysis of Trends (45 hrs)
Professional Development ... (45 hrs)
Digital Portfolio (30 hrs)

SEMESTER 1

COMPUTER TECHNIQUES FOR FASHION

Learn the various software applications used by the Fashion Merchandiser. You will utilize Microsoft Word, Excel and PowerPoint to prepare professional documents, budgets and presentations. Also you will use Adobe Illustrator to prepare drawings and Adobe Photoshop to edit digital images. The skills learned will assist you in later courses.

FASHION MARKETING

This course identifies the characteristics of the target market. Recognize and analyze product classifications, the marketing environment, consumer market and behaviour. Examine retailing, wholesaling, service and pricing strategies

FASHION HISTORY

Through the study of Ancient Egypt to the French Revolution, you will analyze how various societal, economic and cultural factors influenced fashion trends. The course will review how various elements of style, silhouettes, fabric and accessories change over time.

TEXTILES & FABRICS

Identify the characteristics and properties of the raw materials that enter into the production of garments and accessories. You will be able to evaluate the quality and condition of the materials, developing your basic knowledge of the nature and origin of various fibers.

PUBLIC RELATIONS AND EVENT PLANNING

Examine the various strategies for advertising and promoting fashion events. Plan and produce special events and promotional activities for the fashion industry. Research how to obtain sponsorships and selecting special causes and events to sponsor. Prepare a press release, press kit and press conference.

VISUAL DISPLAY AND MERCHANDISING

Learn the tools and techniques to promote fashion merchandise through visual presentations, merchandising and display techniques. Learn to coordinate styles, colours, lighting, fabrics, themes and accessories to attract the buyer

SEMESTER 2

FASHION STYLING

Learn to stylize looks for the photo shoots for magazines, catalogues, commercials and fashion shows. Learn the methods and techniques for creating a mood and feeling with various fashion designs and accessories. Study product sourcing, scouting locations, setting up props, and selecting the fashion design, accessories and model appropriate to the shoot. Learn to manipulate and rework an image to communicate the "right look".

ACCOUNTING FOR THE FASHION INDUSTRY

Learn the fundamental accounting concepts, principles and methods and

how to apply them to a company's budget and financial management system.

FASHION SHOW PRODUCTION

Plan, manage and produce a fashion show. From selecting the fashion theme, models, venue, lighting, mood, music and fashion accessories to creating a budget and production schedule

FASHION PRODUCT BUYING

Research, select and evaluate fashion products. Learn price setting and price strategies. Develop a buying plan, analyze markup calculations and negotiate terms and conditions with suppliers.

FASHION TECHNOLOGY

Computer knowledge in the fashion industry is becoming increasingly important. Develop your knowledge and skills in Adobe Illustrator, Photoshop and Web Design to promote and advertise fashion merchandise.

SEMESTER 3

IMPORT/EXPORT

Distribution is a key activity in business. Learn to recognize the factors that affect the decisions to import and export products. Assess how the product reaches the consumer. Identify and evaluate the quality of the products.

FASHION BUDGET PLANNING

Learn how to manage an operating budget, including forecasting costs

and sales, controlling the budget and analyzing sales reports.

Prerequisite: Accounting for the Fashion Industry

SALES MANAGEMENT

Examine the strategies of sales and customer service. Learn sales standards, selecting the correct sales strategy and applying the appropriate selling tools.

CONSUMER BEHAVIOUR

Understand the behaviour of the consumer in the fashion industry. Analyze the factors influencing the marketing of fashion products and what determines the characteristics of the target market.

ANALYSIS OF TRENDS

Identify and analyze the various factors influencing the fashion market trends. Learn to recognize the political, social and economic factors that influence consumer behavior and the fashion industry.

PROFESSIONAL DEVELOPMENT

Plan your career in the fashion profession. Enhance your skills in business communication career awareness, job search and interview techniques. Identify your marketable skills; prepare a resume, cover letter and business card.

DIGITAL PORTFOLIO

Apply your Adobe Illustrator, Photoshop and Macromedia Flash skills to develop and build your Fashion Merchandising Portfolio.

